

With a bigger budget I could.....



- **A DEVELOPMENT PERSPECTIVE**
- **INTERACTIVE: GOOD, BAD, AND UGLY**
- **LESSONS WE CAN APPLY TODAY**

The Development Perspective



The Development Perspective

Know your audience

Demographics
Behavior

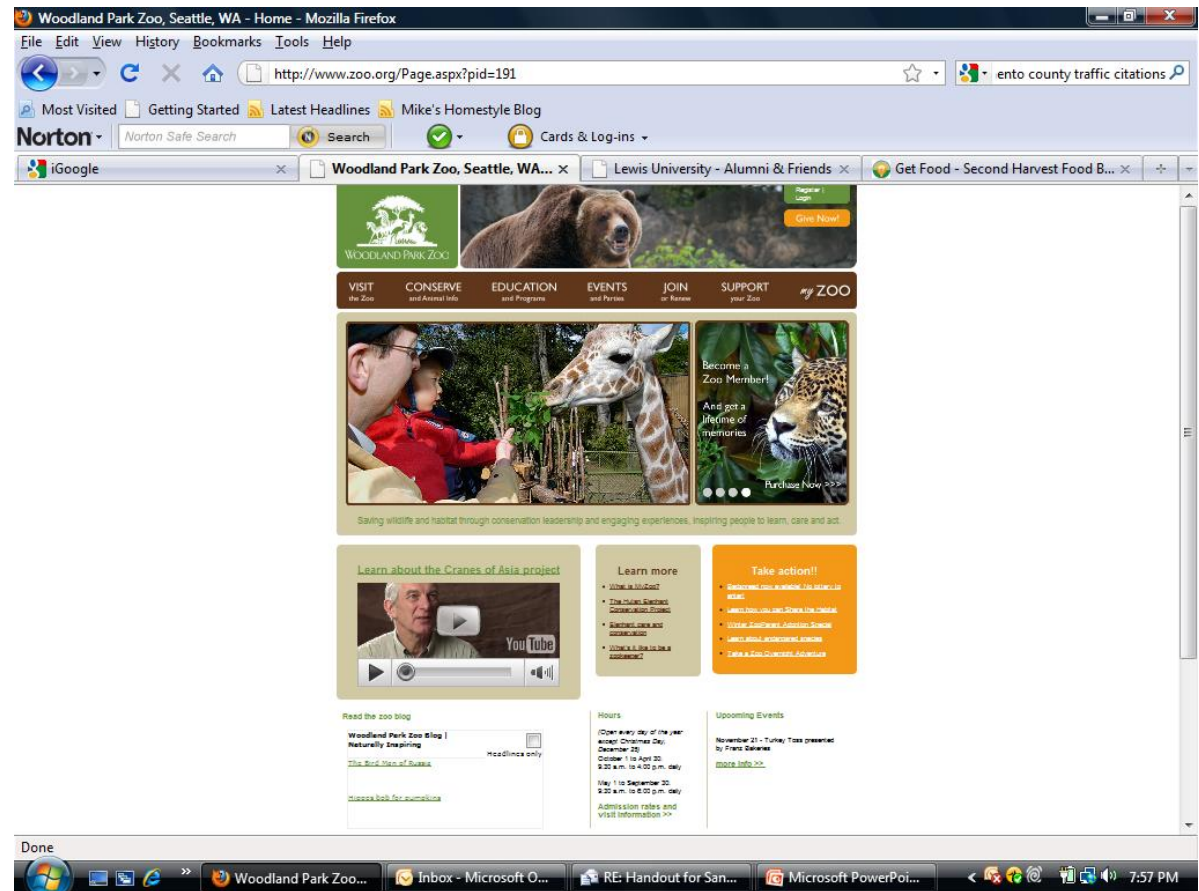
Actions:

1. Capture info
2. Track patterns
3. Assess & Revise

Tools:

Google Analytics,
others...

www.zoo.org



The Development Perspective

Know your audience

Demographics
Behavior

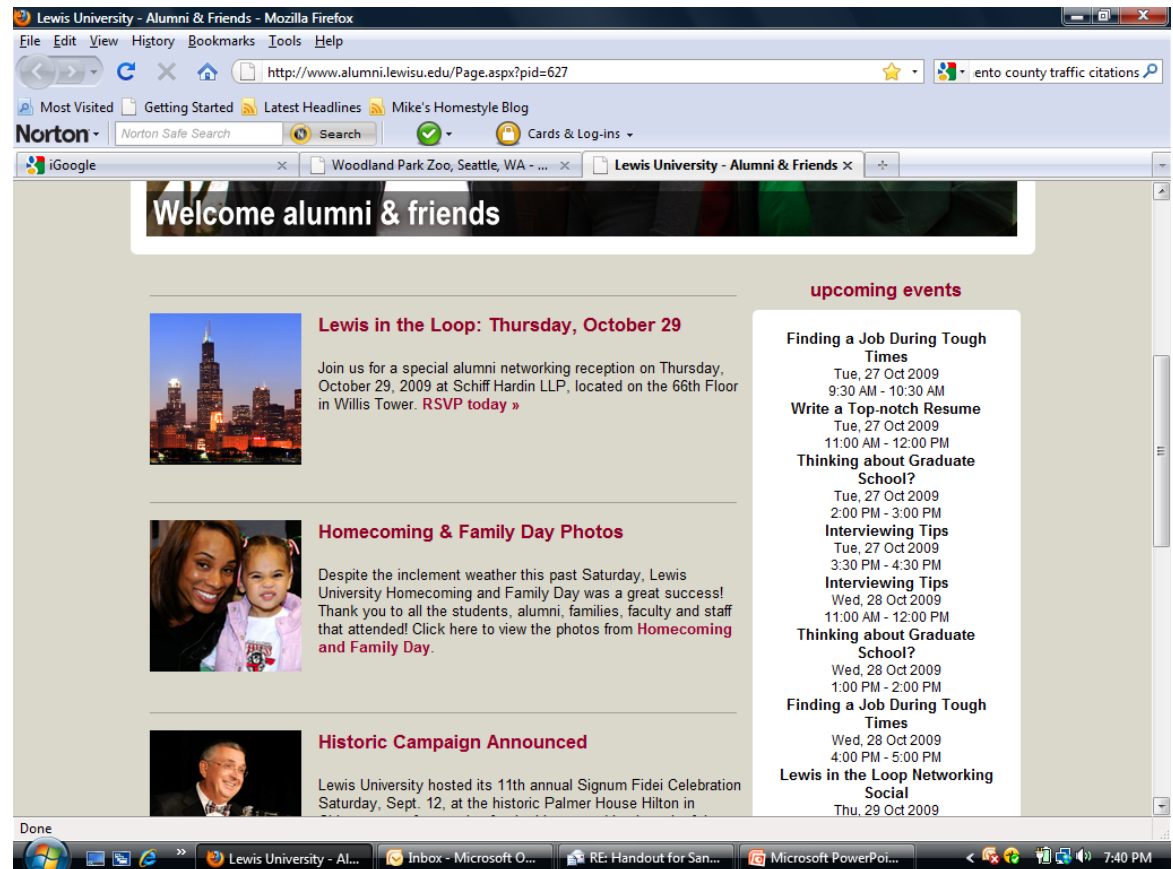
Actions:

1. Capture info
2. Track patterns
3. Assess & Revise

Tools:

Google Analytics,
others...

www.alumni.lewisu.edu



The Development Perspective

Apply traditional fundraising tactics

Invite a friend
Ask questions
Engage in other activities

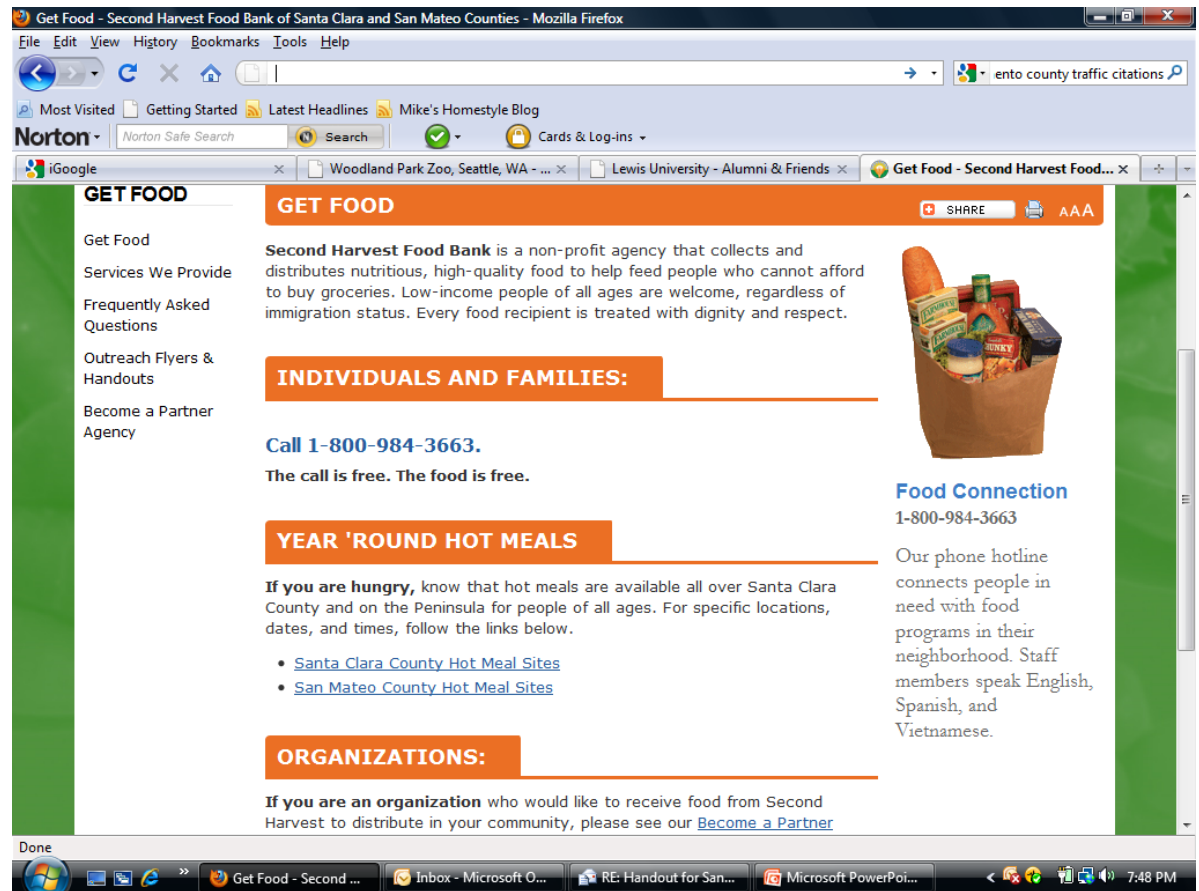
Actions:

1. Share a page
2. Print icon
3. Donor preferences
4. Email a friend
5. Follow-up

Tools:

Survey Monkey
Email
RSS, Share & Print

www.secondharvest.net



The Development Perspective

Be Bold!

Be Clear About Benefits
Ask For Slightly More
Tie it to the Mission
Target the ask

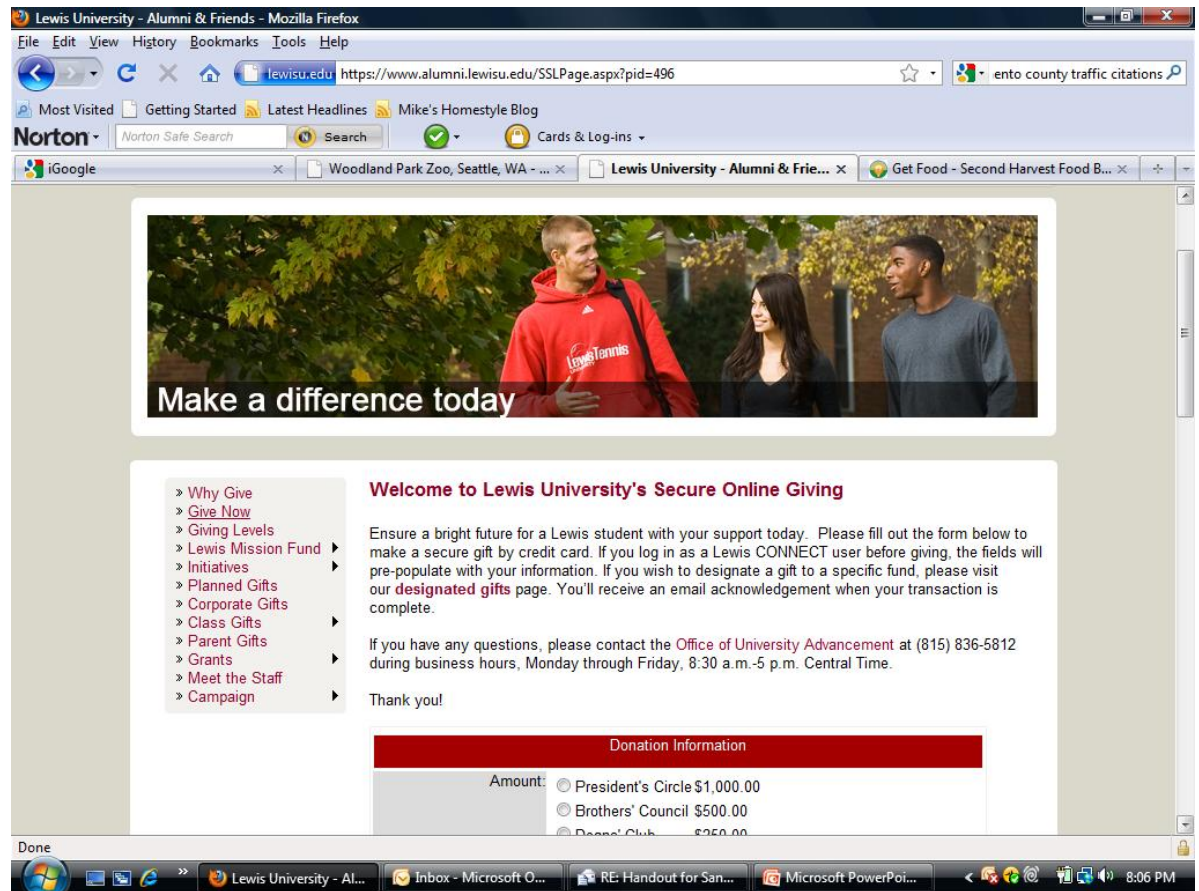
Actions:

1. Use bullets and short paragraphs
2. Start with high amounts, reduce
3. Use images
4. Options

Tools:

Recurring gift programs
Online merchants

www.alumni.lewisu.edu



The Development Perspective

Be Bold!

Be Clear About Benefits
Ask For Slightly More
Tie it to the Mission
Target the ask

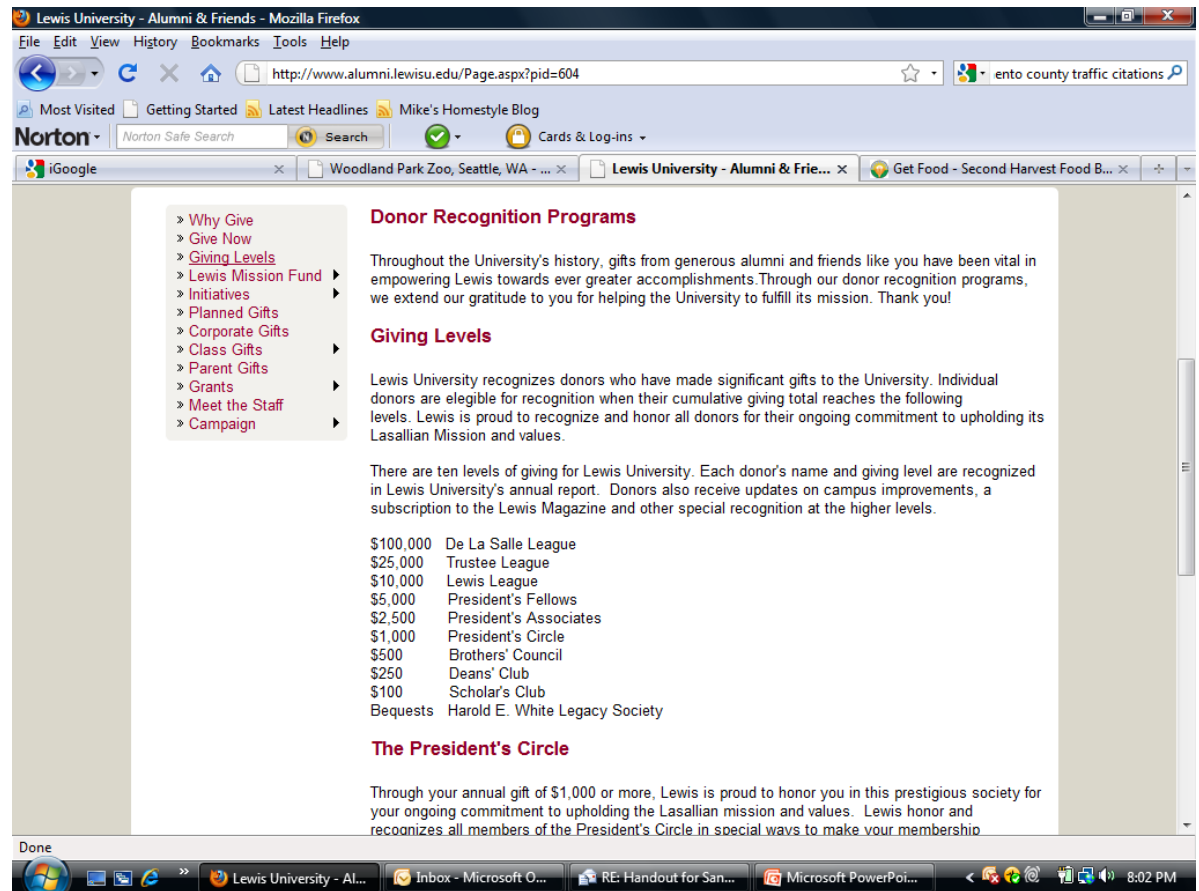
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The Good, The Bad, and The Ugly



The Good, The Bad & The Ugly

Design v. Functionality

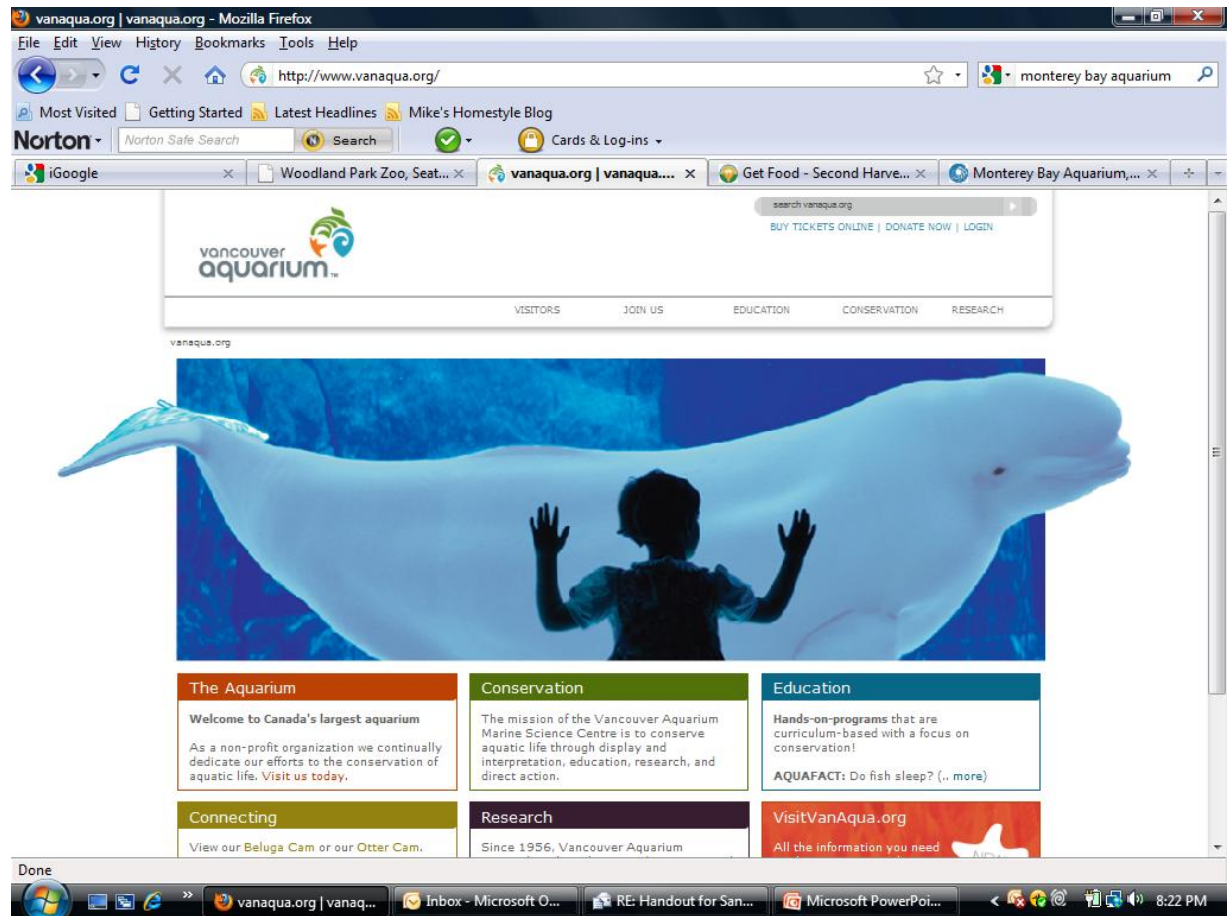
Mission Related
Emotive Desires
Site Goals

Actions:

1. Focus on emotions
2. Focus on tasks
3. Focus on end user
4. Multidisciplinary Project Team

Questions ?

- www.vanaqua.org



The Good, The Bad & The Ugly

Design v. Functionality

Mission Related
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Actions:

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Questions ?

- www.montereybayaquarium.org



The Good, The Bad & The Ugly

Navigating The Site

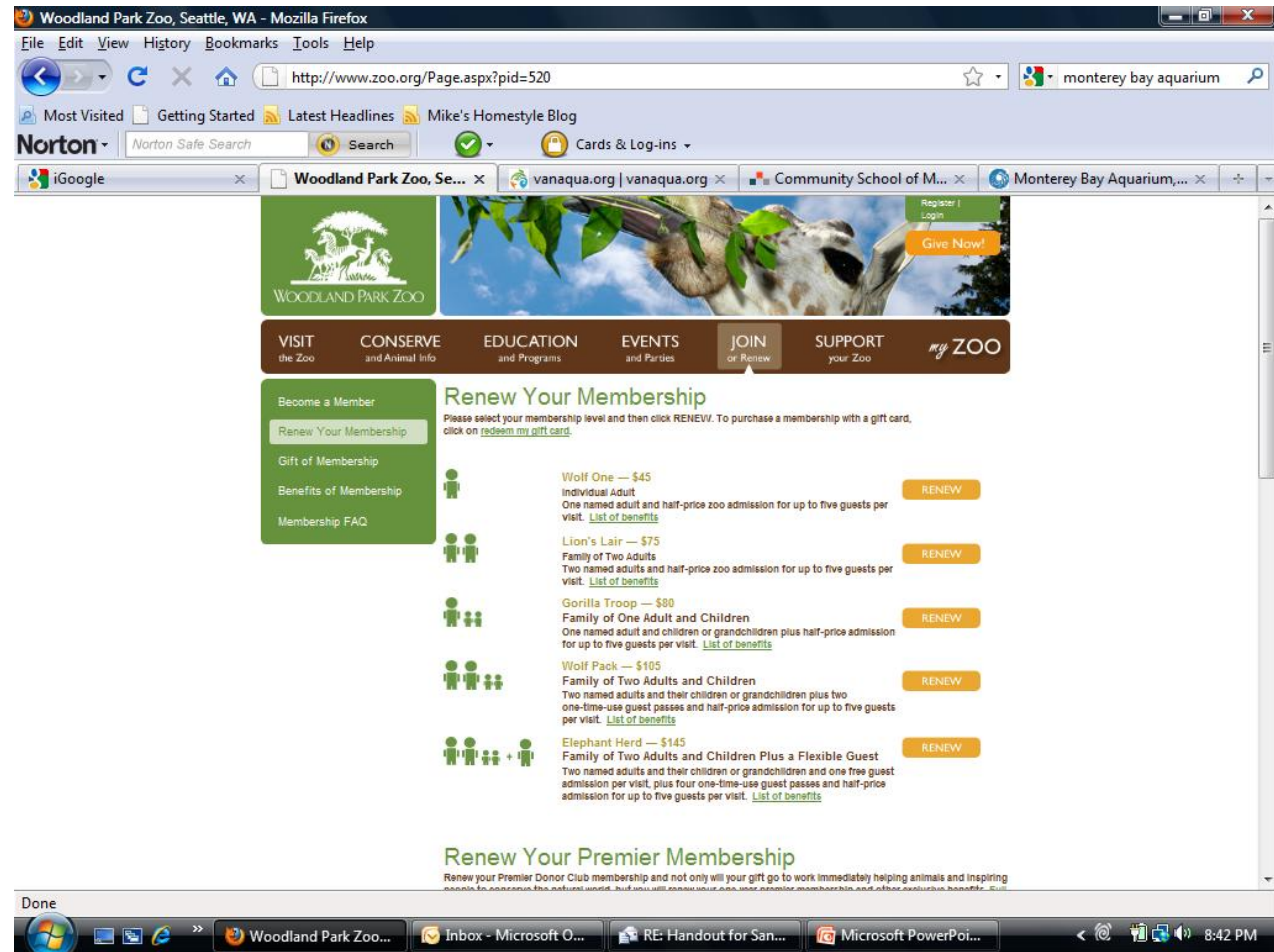
Color Coding
Visual Cues
Action Orientation

Actions:

1. Focus on emotions
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3. Focus on end user
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Questions ?

• WWW.ZOO.ORG



The Good, The Bad & The Ugly

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Actions:

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Questions ?

• ????.org



The Good, The Bad & The Ugly

Target Your Audience

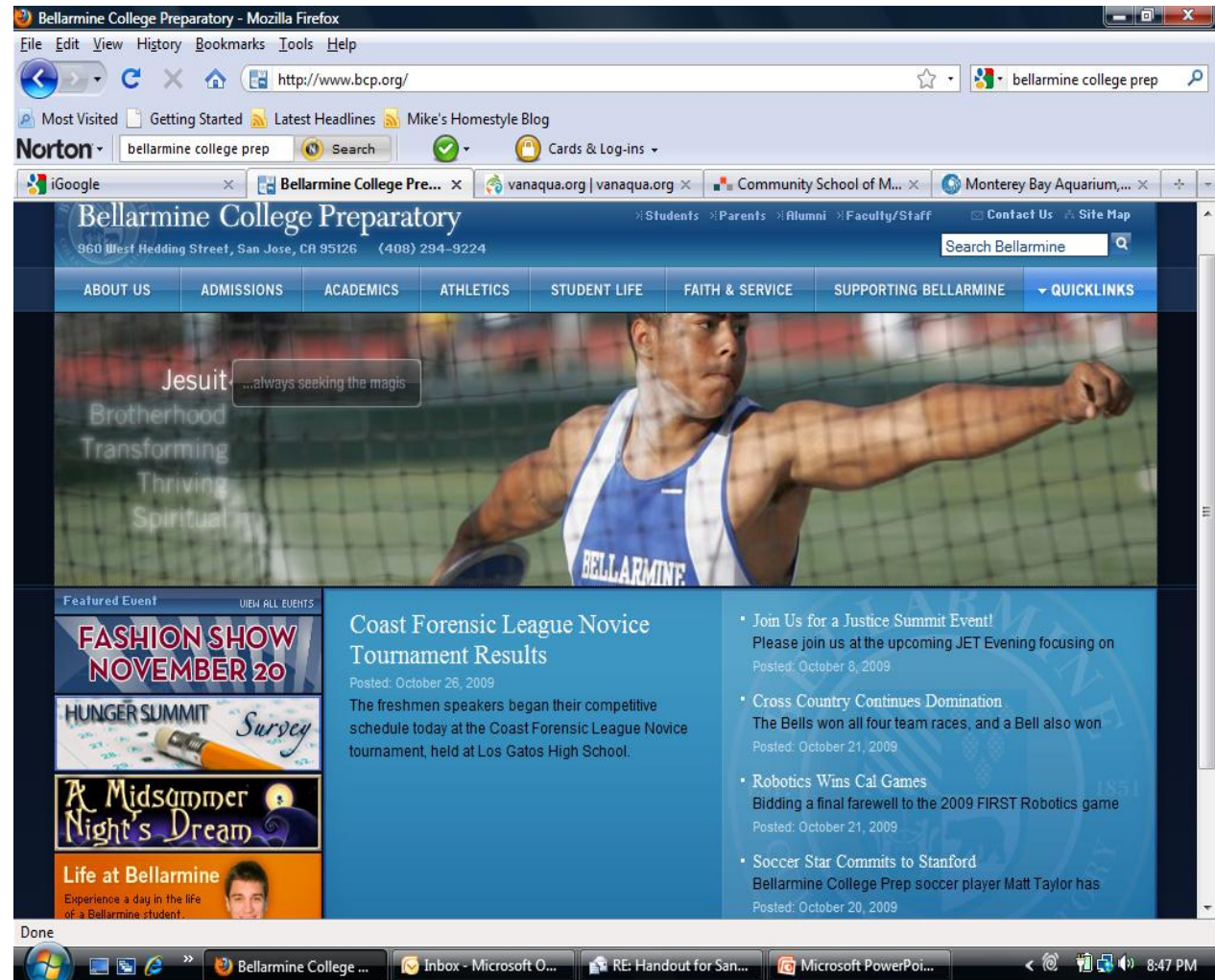
Disabilities
Demographics
Interests / Preferences

Actions:

1. Focus on emotions
2. Focus on tasks
3. Focus on end user
4. Multidisciplinary Project Team

Questions ?

• bcp.org



The Good, The Bad & The Ugly

Target Your Audience

Disabilities
Demographics
Interests / Preferences

Actions:

1. Focus on emotions
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Questions ?

- montereybayaquarium.org

The screenshot shows the Monterey Bay Aquarium website in Spanish. The browser is Mozilla Firefox. The address bar shows <http://www.montereybayaquarium.org/espagnol/>. The website has a blue header with the Monterey Bay Aquarium logo and navigation links: Hours & Calendar, Teachers, Membership, Donate Now, and Español. Below the header is a navigation menu with categories: VISITOR INFO & TICKETS, ANIMALS & ACTIVITIES, SAVE THE OCEANS, and FUN & LEARNING. A search bar is located on the right. The main content area features a large image of jellyfish. On the left, there is a sidebar with links for 'Información en Español', 'Tarifas', 'Membresía', 'Preguntas Frecuentes', 'Splash Zone: Guía para los Padres', 'Bebés y Niños Pequeños', and 'Niños Mayores y Miembros de la Familia'. Below this, contact information for the Monterey Bay Aquarium is provided, including the address (886 Cannery Row, Monterey, California 93940), phone number (800) 355-3656, and a link to the 'BOLETÍN ELECTRÓNICO'. The main content area also features a promotional banner for a shark exhibit titled 'Siempre hay nuevas razones para visitar' (There are always new reasons to visit). The banner includes a date '26 de Agosto 2009:', the title 'Estrenamos un Nuevo Tiburón Blanco en nuestra Exhibición' (We are launching a New White Shark in our Exhibition), and a description of the event. To the right of the banner is a table of rates (TARIFAS) with a 'COMPRE AHORA' (BUY NOW) button. The table lists rates for Adults, Children (3 to 12 years), Children (under 3 years), Students, and Seniors (65+). The bottom of the screenshot shows the Windows taskbar with several open applications: Monterey Bay Aqua..., Inbox - Microsoft O..., RE: Handout for San..., and Microsoft PowerPoi... The system clock shows 9:02 PM.

Monterey Bay Aquarium: Información en Español - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.montereybayaquarium.org/espagnol/

Most Visited Getting Started Latest Headlines Mike's Homestyle Blog

Norton monterey bay aquarium Search Cards & Log-ins

iGoogle Lewis University - Alumn... Woodland Park Zoo, Seat... Community School of M... Monterey Bay Aquari...

MONTEREY BAY AQUARIUM

Hours & Calendar Teachers Membership Donate Now Español

VISITOR INFO & TICKETS ANIMALS & ACTIVITIES SAVE THE OCEANS FUN & LEARNING

Search

Información en Español

Tarifas

Membresía

Preguntas Frecuentes

Splash Zone: Guía para los Padres

Bebés y Niños Pequeños

Niños Mayores y Miembros de la Familia

Monterey Bay Aquarium
886 Cannery Row
Monterey, California 93940
Obtenga Direcciones Personalizadas (Inglés)

Horario normal
10 a.m.-6 p.m. diariamente
Cerrado el 25 de Diciembre

Días Feriados
9:30 a.m.-6 p.m.

Información en Español:
(800) 355-3656

BOLETÍN ELECTRÓNICO

Siempre hay nuevas razones para visitar

26 de Agosto 2009:
Estrenamos un Nuevo Tiburón Blanco en nuestra Exhibición

Quedas invitado a esta fiesta donde celebraremos el alma del movimiento de conservación de los océanos a través de tradiciones culturales de Latino América. Honraremos a María Celeste Arrarás del show "Al Rojo Vivo". Niños de hasta 12 años disfrutarán entrada gratuita. Actividades incluirán artesanías, música, danzas y la Rueda de la Fortuna.

TARIFAS COMPRE AHORA

Adultos	\$29.95
Niños (3 a 12 años)	\$17.95
Niños (menores de 3 años)	Entran gratis
Estudiantes	\$27.95
Mayores (65+)	\$27.95

Done

Monterey Bay Aqua... Inbox - Microsoft O... RE: Handout for San... Microsoft PowerPoi...

9:02 PM

The Good, The Bad & The Ugly

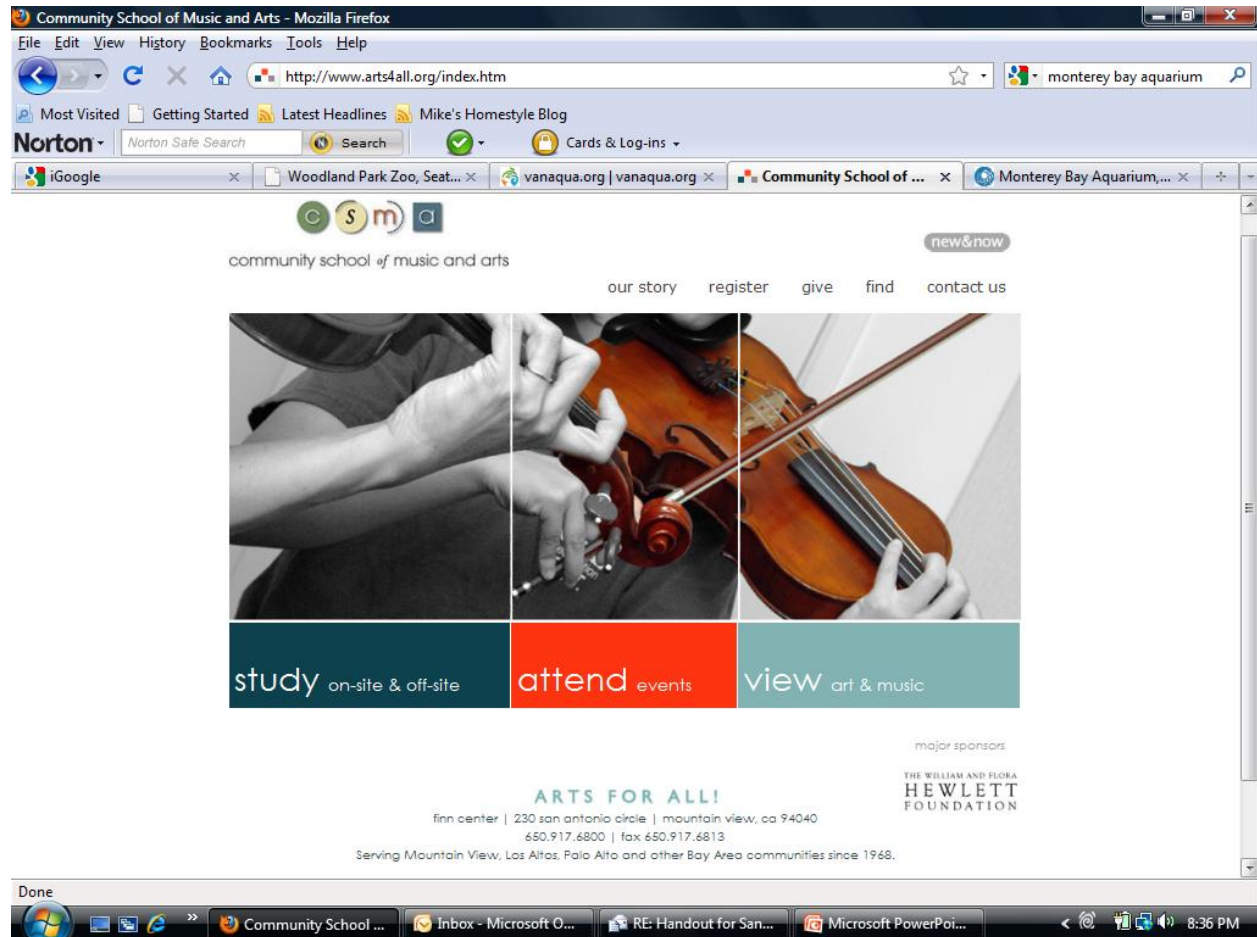
Evaluating The Site

Tables:

1. Positives
2. Negatives
3. Specific Directions
4. End User Experience

Comments ?

- www.arts4all.org



The Good, The Bad & The Ugly

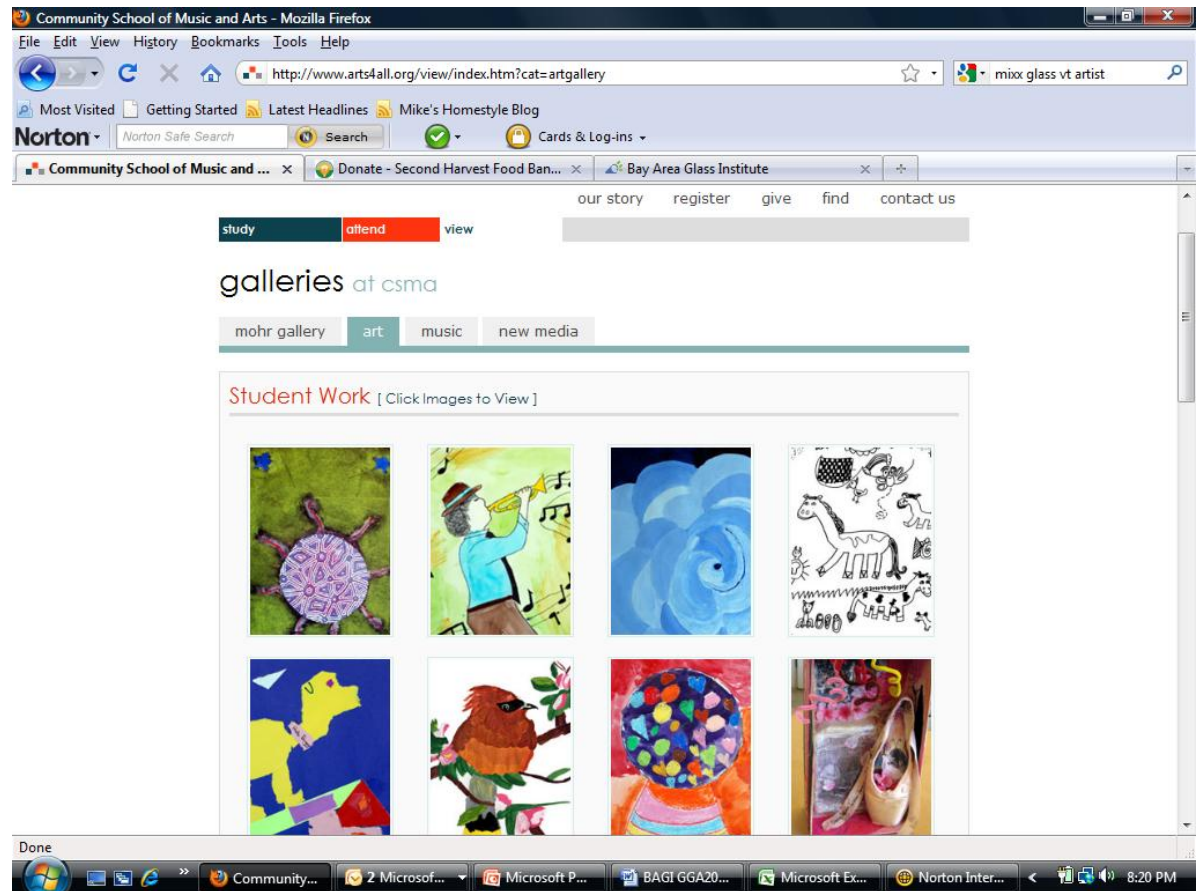
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The Good, The Bad & The Ugly

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Comments ?

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Without a bigger budget I could....



- **UNDERSTAND MY AUDIENCE BETTER**
- **ENGAGE MORE POTENTIAL DONORS**
 - **MAKE IT EASIER TO GIVE**
- **SEND MORE APPEALING SOLICITATIONS**
 - **REDUCE MY WORKLOAD**

It's not rocket
science –
it's simply
development
online!



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www.cygnetgroup.com